

## **CULTURAL AND NATIONAL FEATURES OF THE LANGUAGE REPRESENTATION OF THE CONCEPT "MONEY" IN THE RUSSIAN AND FRENCH ADVERTISEMENT PRINT TEXTS**

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### **ABSTRACT**

The article is devoted to the problem of cultural and national features of the language representation of the concept "money" in the Russian and French languages. The paper deals with the comparative analysis of advertisement print texts containing the various lexical units of the concept "money". The representation of the given concept confirms considerable differences of peripheral layers caused by a national and cultural, social and economic background.

**Key words:** concept "money", cognitive linguistics, language representation, cross-cultural communication, advertisement texts

### **1. INTRODUCTION**

For the last years there has been a growing interest of linguists, culturologists, historians and psychologists caused by the cognitive science and the concept as an object of its study. One of the main representatives of the concept is a word, being a result of the generalised presentation in the linguistic consciousness of the word forms with the same meaning. In spite of the constant attention of researchers to the problem of the word study as a multivariate unit in the linguistic system it hitherto remains open [1].

Today, the term concept is widely used in various fields of linguistics. It has entered into the notional system of cognitive, semantic, and cultural linguistics [2].

Several representations have been proposed for syntactic and semantic analysis in natural language processing [3]. Leonard Talmy approaches the question of how language organizes conceptual material both at a general level and by analyzing a crucial set of particular conceptual domains: space and time, motion and location, causation and force interaction, and attention and viewpoint. Talmy maintains that these are among the most fundamental parameters by which language structures conception. By combining these conceptual domains into an integrated whole, Talmy shows, we advance our understanding of the overall conceptual and semantic structure of natural language [4].

### **2. METHODS**

The ongoing research is based on the cognitive methods paying special attention to the structure of knowledge verbalization in general. The latter is studied with the comparative analysis. Some specific features and peculiarities are worked out.

### **3. MAIN PART**

The study of the language representation of any concept determines its value mostly concerning the morality.

The linguistic investigations of the last years show that one of the most significant concepts for many native speakers is a concept "money" nowadays. Analyzing the frequency of the nuclear representative of the given concept use the word "money" is dominated on average 63 944 times per 300 millions words [5].

The peculiar attitude towards money is formed not only in the terms of modern social-economic relations but to a great extent by the national mentality.

What is money? In economics, it is unanimously defined as the medium of exchange. But its interpretation varies from author to author. Some authors refer to medium of exchange as "anything that is generally accepted as payment for goods and services or in the settlement of debts" [6], while others use it as a synonym of means of payment [7].

In the process of the historical development the attitude towards money changed to some extent what can be confirmed by the analysis of phraseological units, literary and newspaper texts, advertisement slogans in the Russian and French languages.

In the whole world it is considered to be money that gives welfare and prosperity. So there is a growing importance of the concept "money" for both Russian and French native speakers.

Analyzing texts of the banks advertisement slogans and texts of the social advertisement as a field of the linguistic representation of concepts it was stated that the most of the given texts contain nuclear or peripheral representatives of the concept "money".

The linguistic representation of the concept "money" in the Russian and French cultures has both general and specific signs. The general signs can be explained by the great value of this concept for any person and it is realized through

universal signs which can be seen in the meanings of the nuclear representatives of the concept "money" in the Russian and French languages.

Specific signs can be seen in the peripheral layers of the concept and are connected with the cultural and linguistic peculiarities [8]. Nuclear representatives of the concept "money" – words "деньги" in the Russian and "argent" in the French have much in common in their lexical meanings, but represent the concept differently (Table 1).

**Table 1.** The examples of the nuclear representation of the concept "money" in the Russian and French languages

Russian	French
<p>1. <i>\$moneyGain.ru</i> – Портал в мир <b>ДЕНЕГ</b>.</p> <p>2. <i>Деньги</i> правят миром. <i>Деньги</i> объединяют людей. <i>Деньги</i> в законе: несовершенное законодательство способствует коррупции.</p> <p>3. <i>"Яндекс-Деньги"</i>. Задача: напомнить людям о том, насколько проще и приятнее платить за свет, телевизор, телефон и интернет, не подходя к кассе.</p> <p>4. Western Union – это <i>денежные переводы</i>.</p>	<p>1. LCL Demandez plus à votre <i>argent</i>. Русск. перевод: LCL Требуйте большего от ваших <i>денег</i>.</p> <p>2. <i>Money Express</i> : Carte Gim <i>Money Express</i>. La carte qui facilite vos <i>transfert d'argent</i>!</p> <p>Русск. перевод: Мани Экспресс: Карта Гим Мани Экспресс. Карта, которая облегчает ваш <i>денежный</i> перевод!</p> <p>3. Citroën AX : La voiture de ceux qui ne mettent pas tout <i>leur argent</i> dans leur voiture.</p> <p>Русск. перевод: Citroën AX: автомобиль для тех, кто не вкладывает все свои <i>деньги</i> в автомобиле.</p> <p>4. Cortal Consors. La plus belle invention pour votre <i>argent</i>.</p> <p>Русск. перевод: Кортал Консорс. Лучшее изобретение для ваших <i>денег</i>.</p>

The above-mentioned examples prove the fact that a nuclear representative of the concept "money" in both cultures is the most popular in print advertisement texts despite some linguistic peculiarities. It should be noted that a Russian nuclear representative "деньги" not only has various case forms different from French but has a well-developed system of word-formation that gives peripheral representatives.

No doubt the fact that the concept "money" represented in the Russian and French languages is determined by specific national signs caused by the differences in the mentality and specific features of a national character.

Cognitive linguistic scientific studies can not ignore the obtained cultural background of the native speakers. And it should be taken into account that money defines the current of human life, they exist in the consciousness of a nation as certain models of the behaviour.

So analyzing the speech representation of the concept "money" in the colloquial style of the French language has been stated that most of the representatives are bound in the consciousness of the native speakers with some source of the life energy.

For example in the French language the concept "money" can be represented by the words: braise (перев.: I. 1) горящие угли, жар; 2) тушёное мясо; II. разг. деньги) [8, p. 112]; blé (перев.: зерновой хлеб, зерно) [8, p. 100]; fric (перев.: арг. деньги) [8, p. 385]; fricot (перев.: разг.1) рагу, 2) кушанье, приготовленное на скорую руку) [8, p. 385]; galette (перев.: 1) лепёшка, морской сухарь; 2) разг. звонкая монета) [8, p. 393]; oseille (перев.: 1) щавель; 2) разг. деньги) и т.д. [9, p. 594].

That proves the fact that money for French native speakers is the source of life connected with food.

The example "fric" ("fricot") as a representative of the concept "money" is of great interest. As it is understood by French people a person who can buy meat has enough money. This can be explained by the statement:

*"Quand il y a du fric (l'argent), on peut acheter du fricot"* (Русск. перевод: *"Когда есть деньги (fric), можно купить тушеное мясо (fricot)"*).

The word "fric" is usually used in the advertisement slogans:

*Laissons le despotisme aux mandarins! Vive le localisme! Fier de nos usines à chômeurs! On ne vous dois rien, donnez nous du fric* (Slogans publicitaire de SNRS, 2008); Русск. перевод: *"Оставим деспотизм интеллигентской верхушке! Да здравствует местничество! Гордимся нашими простаивающими без работы заводами! Мы вам ничего не должны, дайте нам денег"*.

The frequency of the verbal representative *fric* use (both in the colloquial style of the French language, and in the advertisement printed texts) proves the fact that money for a French native speaker is not of less importance than food nourishing a human being.

In the Russian language there are not so many representatives of the given concept like in the French language.

The most wide-spread representative of the concept "money", referring to food, is a word "капуста" (in the meaning of "money"). Etymologically the given representative is connected with the slang used by thieves, in which there were also words "вилки", "филки" (in the meaning of "money").

It can be explained first by the similarity of a cabbage head and a pack of the bills (particularly on cut) and second by the colour of the American money unit – a dollar [10], which has been greatly valued by Russian people for many years.

Presently the word "капуста" as a representative of the concept "money" has lost its meaning in the slang of thieves, and although it pertains to the stylistic reduced lexicon, it is rather wide-spread, mostly in the Russian advertisement texts.

For example: "Виртуальная "капуста" - не секрет, что электронные деньги уже давно тесно переплелись с повседневной жизнью многих людей" (из Финансовый Беттинг [www.finbetting.info](http://www.finbetting.info)); "Trust ("Траст") Банк - Раздаем капусту, хватит на всех!" (НБ "Траст" Банк, 2010г.).

Another peripheral representative of the concept "money" in the Russian language, anyway connected with the source of the life energy is a word "деревянный" (in the meaning of "rouble"), however in this case the negative estimation prevails, which is noted in the dictionary as "scornful": Деревянные рубли - разг. пренебр. советские (и позднее – российские) деньги, быстро обесценивающиеся в результате инфляции. [11, p. 98].

For the Russian people the more significant representative concerning money is an "american dollar".

The above-mentioned examples show that between the peripheral representatives of the concept "money" in the Russian and French languages there is a big difference. What is valuable for French native speakers is not of great importance for Russian people. For example the fact that money is a source of life for French people and for Russian people it is only the name of a vegetable.

The language representation of the concept "money" can differ depending on the region of the French language use. Such particularities we see in Senegal, where French is an official language, but contacts the local languages.

For example, in the local language bambara the words "wari" and "kodo" have the meaning "money" though for French native speakers not using this language they are not more than a strange combination of sounds.

So the phrase: "*Meilleures entreprises sénégalaises: Wari. La seule entreprise sénégalaise dans le top 10*" will sound for a Frenchman as "Best companies in Senegal: *Wari* is the only Senegalese company, going into the group of ten best" while for a Senegalese "Best companies in Senegal: Money is the only Senegalese company, going into the group of ten best".

Slogan "*Kodo mobile – Politique de confidentialité et modalités*" French people will understand as "Code is mobile - a policy of confidentiality and modality" while a Senegalese will perceive it as "Mobile money is a policy of confidentiality and modality".

Thereby French native speakers having bambara language at representation of the concept "money" in advertisement print texts have two additional unique representatives in the distant periphery. These representatives have a rather strong expressive constituent since they are connected with a pre-colonial, traditional language. The emotional background is very important for advertisement print texts, and the use of words with positive emotional colouring only intensifies the effect expected from the advertisement.

#### 4. CONCLUSION

Therefore as a result of the comparative analysis of the concept "money" representation in the Russian and French advertisement print texts we have come to the conclusion that in both cultures the most widely-used is a nuclear speech representative of the concept "money". But the peripheral representatives can be differently used not only by Russian and French native speakers but also by native speakers of the same language, living in different countries that confirms the value of the national-cultural constituent of the concept.

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